BROCHURE
On
HUMAN VALUES
&
PROFESSIONAL ETHICS

Human Values and Professional Ethics

Handbook

Education is the fundamental right of every Indian citizen. Quality Education lays a strong foundation for Individual growth. Prathyusha Engineering College is committed to impart quality technical education along with all rounded development to all students, to create skilled man-power that will be able to contribute to society and the Nation.

ABOUT PRATHYUSHA ENGINEERING COLLEGE

Vision

To emerge as a premier technical and engineering institution in the country by imparting Quality Education and thus facilitate our students to blossom into dynamic professional so that they play a vital role for the progress of the nation and for a peaceful co-existence of our fellow human being.

MISSION

Prathyusha Engineering College will strive to emerge as a premier Institution in the country by

- Providing state-of-the-art infrastructure facilities
- Imparting quality education and training through qualified, experienced and committed members of the faculty
- Empowering the youth by providing professional leadership
- Developing centres of Excellence in frontier areas of Engineering & Technology
- Networking with Industry, Corporate and Research Organizations
- Promoting Institute-Industry partnership for the peace and prosperity of the nation

SCOPE: HUMAN VALUES & PROFESSIONAL ETHICS

Engineering is transforming science into useful products for human comfort. Ethics in engineering is the ability as well as responsibility of an engineer to judge his decisions from the context of the general wellbeing of the society. It is the study of moral issues that confront engineers and engineering organizations when some crucial decisions are taken. Engineering research and practice requires that the task being performed considers all the pros and cons of a certain action and its implementation. Teaching engineering ethics in academic institutions is undertaken largely through many case studies for creating awareness interactively among engineering students of all disciplines. By studying engineering ethics, the students develop awareness and are able to take their decisions on moral and ethical grounds. Ethical standards in engineering are influenced by many factors:

1. Engineering as an experimentation for the good of mankind is a notable factor involving far reaching consequence,

2. Ethical dilemmas make engineering decisions relatively difficult to make.

3. Risk and safety of citizens as a social responsibility is a prime concern of an engineer,

4. Technological advancement can be very demanding on the engineering skill in the global context,

5. Moral values and responsible conduct will play a crucial role in decision making.

The study of engineering ethics within an engineering program helps students prepare for their professional lives. A specific advantage for engineering students who learn about ethics is that they develop clarity in their understanding and thought about ethical issues and the practice in which they arise. The study of ethics helps students to develop widely applicable skills in communication, reasoning and reflection. These skills enhance students' abilities and help them engage with other aspects of the engineering program such as group work and

OBJECTIVES

(Human Values & Professional Ethics)

- To understand the moral values that ought to guide the Management profession, Resolve the moral issues in the profession,
- To justify the moral judgment concerning the profession.
- Intended to develop a set of beliefs, attitudes, and habits that engineers should display concerning morality.
- To create an awareness on Management Ethics and Human Values.
- To inspire Moral and Social Values and Loyalty.
- To appreciate the rights of others.

TO IMPROVEMENT OF THE COGNITIVE SKILLS

(SKILLS OF THE INTELLECT IN THINKING CLEARLY)

- Moral awareness (proficiency in recognizing moral problems in management)
- convincing moral reasoning (comprehending, assessing different views)
- Moral coherence (forming consistent viewpoints based on facts)
- Moral imagination (searching beyond obvious the alternative responses to issues and being receptive to creative solutions)
- Moral communication, to express and support one's views to others.

TO ACT IN MORALLY DESIRABLE WAYS

(TOWARDS MORAL COMMITMENT AND RESPONSIBLE CONDUCT)

- Moral reasonableness i.e., willing and able to be morally responsible.
- Respect for persons, which means showing concern for the well-being of others, besides oneself.
- Tolerance of diversity i.e., respect for ethnic and religious differences, and acceptance of reasonable differences in moral perspectives.
- Moral hope i.e., believes in using rational dialogue for resolving moral conflicts.

PART- I

HUMAN VALUES

MORAL

Morals are the welfare principles enunciated by the wise people, based on their experience and wisdom. They were edited, changed or modified rulers (dynasty) according with the development of knowledge in engineering and technology time to time.

Morality is concerned with principles and practices of morals such as: What ought or ought not to be done in a given situation? What is right or wrong about the handling of a situation? And what is good or bad about the people, policies, and ideals involved?

VALUES

Humans have the unique ability to define their identity, choose their values and establish their beliefs. All three of these directly influence a person's behaviour. People have gone to great lengths to demonstrate the validity of their beliefs, including war and sacrificing their own life! Conversely, people are not motivated to support or validate the beliefs of another, when those beliefs are contrary to their own. People will act congruent with their personal values or what they deem to be important. —**A value is defined as a principle that promotes well-being or prevents harm. Another definition is: —Values are our guidelines for our success—our paradigm about what is acceptable.** Personal values are defined as: —**Emotional beliefs in principles regarded as particularly favourable or important for the individual.** Our values associate emotions to our experiences and guide our choices, decisions and actions.

INTEGRITY

Integrity is defined as the unity of thought, word and deed (honesty) and open mindedness. It includes the capacity to communicate the factual information so that others can make well-informed decisions. It yields the person's peace of mind, and hence adds strength and consistency in character, decisions, and actions. This paves way to one's success. It is one of the self-direction virtues. It enthuse people not only to execute a job well but to achieve excellence in performance. It helps them to own the responsibility and earn self-respect and recognition by doing the job. Moral integrity is defined as a virtue, which reflects a consistency of one's attitudes, emotions, and conduct in relation to justified moral values. Integrity comes in many

forms, but honesty and dependability are two traits that are expected in most workplace situations. Without responsible behaviour, distrust can make a work environment tense and uncomfortable. A strong work ethic shows co-workers and clients that you're reliable and take your responsibilities seriously. Polite communication, respectable behavior and fiscal responsibility also help you stand out as a trustworthy employee.

EXAMPLES OF INTEGRITY AT WORKPLACE

Work When You're on the Clock: Attending and working diligently when you're on the clock is a clear example of workplace integrity. Socializing, surfing the Internet, making personal phone calls, texting and frequent snacking are activities that detract from work time. Saving those activities for break time will show your boss, co-workers and customers that you work hard when you're on the clock. The career website Calibrate Coaching recommends honouring your work hours by not stealing time from your employer. Even if you don't actually clock in and out with a time card, focusing on your work responsibilities while you're at your desk, work station or production area will showcase your strong work habits.

Follow Institution Policies Abiding by institution policies is a powerful way to demonstrate integrity. Cutting corners and neglecting to follow workplace regulations can lead to mistakes, problems and even dangerous situations. Your willingness to properly record financial transactions, safely dispense of hazardous or toxic materials, follow Institute protocol for dealing with stake holders, perform clean-up or set-up procedures and properly maintain equipment shows others that you're not just looking for the easy way out. Establishing yourself as a trustworthy worker who submits to Institute policies shows your principal and co-employees and students that you'll faithfully carry out your duties.

Service Learning Service-learning seeks to engage individuals in activities that combine both community service and academic learning. Because service-learning programs are typically rooted in formal course, the service activities are usually based on particular curricular concepts that are being taught. Service-learning is a teaching method which combines community service with academic instruction as it focuses on critical, reflective thinking and civic responsibility. Service- learning programs involve students in organized community service that addresses local needs, while developing their academic skills, sense of civic responsibility, and commitment to the community.

A Service-Learning Program Provides Educational Experiences

Under which students learn and develop through active participation in thoughtfully organized service experiences that meet actual community needs and that are coordinated in collaboration with school and community; That are integrated into the students' academic curriculum or provide structured time for a student to think, talk, or write about what the student did and saw during the actual service activity; That provides students with opportunities to use newly-acquired skills and knowledge in real-life situations in their own communities; and That enhance what is taught by extending student learning beyond the classroom and into the community and helps to foster the development of a sense of caring for others.

CIVIC VIRTUE

Civic virtues are the moral duties and rights, as a citizen of the village or the country or an integral part of the society and environment. An individual may exhibit civic virtues by voting, volunteering, and organizing welfare groups and meetings.

The duties are

To pay taxes to the local government and state, in time.

To keep the surroundings clean and green.

Not to pollute the water, land, and air by following hygiene and proper garbage disposal. For example, not to burn wood, tyres, plastic materials, spit in the open, even not to smoke in the open, and not to cause nuisance to the public, are some of the civic (duties) virtues.

To follow the road safety rules.

On the other hand, the rights are

To vote the local or state government.

To contest in the elections to the local or state government.

To seek a public welfare facility such as a school, hospital or a community hall or transport or communication facility, for the residents.

To establish a green and safe environment, pollution free, corruption free, and to follow ethical principles. People are said to have the right to breathe in fresh air, by not allowing smoking in public.

People have inalienable right to accept or reject a project in their area. One has the right to seek legal remedy, in this respect, through public interest petition.

RESPECT FOR OTHERS

This is a basic requirement for nurturing friendship, team work, and for the synergy it promotes and sustains. The principles enunciated in this regard are:

Recognize and accept the existence of other persons as human beings, because they have a right to live, just as you have.

Respect others 'ideas (decisions), words, and labour (actions). One need not accept or approve or award them, but shall listen to them first. One can correct or warn, if they commit mistakes. Some people may wait and watch as fun, if one falls, claiming that they know others' mistake before and that they will fall!

Appreciate colleagues and subordinates on their positive actions. Criticize constructively and encourage them. They are bound to improve their performance, by learning properly and by putting more efforts.

Show goodwill 'on others. Love others. Allow others to grow. Basically, the goodwill reflects on the originator and multiplies itself on everybody. This will facilitate collinearity, focus, coherence, and strength to achieve the goals.

LIVING PEACEFULLY

To live peacefully, one should start install peace within (self). Charity begins at home. Then one can spread peace to family, organization where one works, and then to the world, including the environment. Only who are at peace can spread peace. You can't gift an article which you do not possess. The essence of oriental philosophy is that one should not fight for peace. It is oxymoron. War or peace can be won only by peace, and not by wars!

PART-II
PROFESSIONAL ETHICS

INTRODUCTION

Management have an ethical and social responsibility to themselves, their clients and society. Practically (although there is much debate about this), engineering ethics is about balancing cost, schedule, and risk. Management ethics is a means to increase the ability of concerned engineers, managers, citizens and others to responsibly confront moral issues raised by technological activities. The awareness of moral issues and decisions confronting individuals and organizations are involved in Management & Technology.

TEN GOLDEN RULES:

1. **Always strive for excellence**

   This is the first rule to achieving greatness in whatever endeavour you undertake this is the quality that makes you and your work stand-out. Excellence is a quality of service which is unusually good and so surpasses ordinary standards, it should be made a habit for it to make a good impression on your bosses and colleagues.

2. **Be trustworthy**

   In today's society trust is an issue and any employee who exhibits trustworthiness is on a fast track to professionalism. Trustworthiness is about fulfilling an assigned task and as an extension- not letting down expectations, it is been dependable, and reliable when called upon to deliver a service. In order to earn the trust of your bosses and colleagues, worth and integrity must be proven over time.

3. **Be accountable**

   To be accountable is to stand tall and be counted for what actions you have undertaken, this is the blameworthiness and responsibility for your actions and its consequences- good or bad.

4. **Be courteous and respectful**

   Courteousness is being friendly, polite and well-mannered with a gracious consideration towards others. It makes social interactions in the workplace run smoothly, avoid conflicts and earn respect. Respect is a positive feeling of esteem or deference for a person or organization;

   it is built over time and can be lost with one stupid or inconsiderate action. Continued courteous interactions are required to maintain or increase the original respect gained.

5. **Be honest, open and transparent**

   Honesty is a facet of moral character that connotes positive and virtuous attributes such as truthfulness, straightforwardness of conduct, loyalty, fairness, sincerity, openness in communication and generally operating in a way for others to see what actions are being performed. This is a virtue highly prized by employers and colleagues, for it builds trust and increases your personal value to all. 7Human Values and Professional Ethics | Handbook

6. **Be competent and improve continually**

   Competence is the ability of an individual to do a job properly, it is a combination of knowledge, skills and behaviour used to improve performance. Competency grows through experience and to the extent one is willing to learn and adapt. Continuous self-development is a pre-requisite in offering professional service at all times.

7. **Always be ethical**

   Ethical behaviour is acting within certain moral codes in accordance with the generally accepted code of conduct or rules. It is always safe for an employee to "play by the rules". This is always the best policy and in instances the rule book is inadequate, acting with a clear moral conscience is the right way to go. This may cause friction in some organizations but ethical organizations will always stand by the right moral decisions and actions of their employees.

8. **Always be honourable and act with integrity**

   Honourable action is behaving in a way that portrays "nobility of soul, magnanimity, and a scorn of meanness" which is derived from virtuous conduct and personal integrity. This is a concept of "wholeness or completeness" of character in line with certain values, believes, and principles with consistency in action and outcome.

9. **Be respectful of confidentiality**

    Confidentiality is respecting the set of rules or promise that restricts you from further and unauthorized dissemination of information. Over the course of your career, information will be passed on to you in confidence – either from the organization or from colleagues- and it is important to be true to such confidences. You gain trust and respect of those confiding in you and increase your influence within the organization.

10. **Set good examples**

    Applying the foregoing rules helps you improve your professionalism within your organization but it is not complete until you impact knowledge on those around and below you. You must show and

    lead by good example. Being a professional is about living an exemplary live within

and without the organization. Professionalism is highly valued by every organization today and professionals are hardly out of work. Apply the ten golden rules of ethics and enjoy a wonderful, professional and prosperous career.

WORK ETHICS

Work ethics is defined as a set of attitudes concerned with the value of work, which forms the motivational orientation. It is a set of values based on hard work and diligence. It is also a belief in the moral benefit of work and its ability to enhance character. A work ethic may include being reliable, having initiative, or pursuing new skills. The _work ethics is aimed at ensuring the economy (get job, create wealth, earn salary), productivity (wealth, profit), safety (in workplace), health and hygiene (working conditions), privacy (raise family), security (permanence against contractual, pension, and retirement benefits), cultural and social development (leisure, hobby, and happiness), welfare (social work), environment (anti-pollution activities), and offer opportunities for all, according to their abilities, but without discrimination.

Workers exhibiting a good work ethic in theory should be selected for better positions, more responsibility and ultimately promotion. Workers who fail to exhibit a good work ethic may be regarded as failing to provide fair value for the wage the employer is paying them and should not be promoted or placed in positions of greater responsibility. Work ethic is not just hard work but also a set of accompanying virtues, whose crucial role in the development and sustaining of free markets.

PROFESSIONAL ETHICS

Professional ethics is the set of standards adopted by professionals. Engineering ethics is the set of ethical standards that applies to the engineering profession. Some of the important characteristics of professional ethics are:

PROFESSIONAL VALUES

1. Integrity: Integrity is defined as the unity of thought, word and deed (honesty) and open mindedness. It includes the capacity to communicate the factual information so that others can make well informed decisions. It is one of the self-direction virtues. It enthuses people not only to execute a job well but to achieve excellence in performance. It helps them to own the responsibility and earn self-respect and recognition by doing the job. Integrity is the quality of being honest and having strong moral principles; moral uprightness. It is generally a personal choice to uphold oneself to consistently moral and ethical standards.

2. Credibility& Responsibility:

The obligation of an individual or organization to account for its activities, accept responsibility for the demand to disclose the results in a transparent manner. It also includes the responsibility for money or other entrusted property.

3. Loyalty:

Loyalty is faithfulness or devotion to a person, country, group, or cause. Loyalty is a trait highly valued in working professionals. Students are taught to be loyal to the institute, the society, their fellow citizens and to the nation.

4. Commitment:

Commitment means alignment to goals and adherence to ethical principles during the activities. One should have the conviction without an iota of doubt that one will succeed. Holding sustained interest and firmness, in whatever ethical means one follows, with the fervent attitude and hope that one will achieve the goals, is commitment. It is the driving force to realize success. This is bound to add wealth to oneself, one's employer, society, and the nation at large. Target oriented efforts are put to reap efficiency.

5. Attitude:

It is a psychological construct, a mental and emotional entity that inheres in, or characterizes a person. Attitudes is the most distinctive and indispensable concept in present day. Attitude can be formed from a person's past and present. Positive attitude people are most successful in their life. One should develop such attitude which provides synergy and satisfaction in their day to day life. Positive Mental Attitude (PMA) characterizes faith, integrity, hope, optimism, courage, initiative, generosity, tolerance, tact, kindliness and good common sense.

6. Valuing Time:

Time is rare resource. Once it is spent, it is lost forever. It cannot be either stored or recovered. Hence, time is the most perishable and most valuable resource too. This resource is continuously spent, whether any decision or action is taken or not. The history of great reformers and innovators has stressed the importance of time and valuing time. Time management is the key to increase effectiveness, efficiency or productivity. Passion: Passion is a feeling of intense enthusiasm towards or compelling desire for completion of the work. Passion defines performance enhancing aspects an

MODELS OF PROFESSIONAL ROLES

It is understood that an engineer has to play many roles while exercising his professional obligations. Some of the professional roles or models are given below:

Managers as Saviours

It is believed that manager hold the key for any improvements in society through technological developments. Thus some people consider manager as a savior because they redeem society from poverty, inefficiency, waste and the hardships drudgery of manual labour.

Managers s as Guardians

Managers know the direction in which technology should develop and the speed at which it should move. Thus many people agree the role of managers as guardians, as managers guard the best interests of society.

Managers as Bureaucratic Servants

The manager's role in the management is to be the servant who receives and translates the directives of management into solid accomplishments.Thus the managers act as a bureaucratic servants i.e., loyal organizations set by the management.

Managers as Social Servants

As we know, managers have to play the role of social servants to receive society's directives and to satisfy society's desires.

Managers as Social Enablers and Catalysts

Besides merely practicing the management's directives, the managers have to play a role of creating a better society. Also they should act as catalysts for making social changes.
Sometimes managers have to help the management and the society to understand their needs and to make decisions about desirable technological development.

Managers as Game Players

In actual practice, engineers are neither servants nor masters of anyone. In fact, they play the economic game rules, which may be effective at a given time. The managers aim is also to play successfully within the organization and moving ahead in a competitive world.